

UTILITY APPLICATION TRANSMITTAL LETTER (Small Entity)**INVENTOR(S)**

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Serial Number: **UNASSIGNED**Art Unit: **UNASSIGNED**Filing Date: **July 31, 2001**Examiner: **UNASSIGNED****Title: Computerized System and Method for Increasing the Effectiveness of Advertising****TO THE ASSISTANT COMMISSIONER FOR PATENTS**

Transmitted herewith is a U.S. Utility Patent Application comprising:

44 pages of Specification (including 1 Page Abstract, 25 Claims)

23 Sheets of Drawings

- ☒ Other (Microfiche Appendix – 42 Fiche)
- ☒ This application claims the benefit of U.S. Provisional Patent Application No. 60/221, 776, filed July 31, 2000.
- ☒ Applicant Claims the benefit of Small Entity Status

☐ Fees accompany application in the following amount and description☒ No fees accompany this application.☐ The Commissioner is hereby authorized to charge any additional fees associated with this communication under 37 C.F.R. § 1.16 and 1.17, or credit any overpayment to **Deposit Account No. 50-0653**.☐ The Commissioner is hereby authorized to charge Patent filing fees and processing fees to **Deposit Account No. 50-0653**

Respectfully submitted,

Date: _____

Date: **July 31, 2001**

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**COMPUTERIZED SYSTEM AND METHOD FOR INCREASING THE
EFFECTIVENESS OF ADVERTISING**

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